



the sickest way to live healthy

Dear 4-H Club,

We're thrilled to announce the launch of Sogo Active, a new national program to inspire youth to get physically active. And we want you to be part of the team.

Sogo Active has been called "the sickest way to live healthy". Presented by Coca-Cola Canada in collaboration with ParticipACTION and coordinated in Alberta by the Alberta Recreation and Parks Association, Sogo Active is unlike any other youth initiative because it gives young Canadians the tools to design, change and control their own get active plan. Its unique approach for inspiring "for youth by youth" group activity draws on the power of peers reaching out to less active peers, promotes developing leadership skills, and facilitates breaking down barriers to active living.

We want young Canadians to be the most active youth in the world. So, to get started off on the right foot, Coca-Cola is thrilled to give Sogo Active participants the chance to carry the Olympic Flame in the Vancouver 2010 Olympic Torch Relay. To ensure that each province and territory is represented, there is a minimum of 1,000 torchbearer spots available to be earned from across the country.



But Sogo Active won't end there. We want to make sure the campaign makes a difference. We hope to build ownership and leadership within youth groups and communities so they can carry on under their own power. And we want today's youth to become tomorrow's coaches, volunteers, and staff. That's why we're extending the program until 2012.

Sogo Active is supported by a team of partners, including the Alberta Recreation and Parks Association, who are passionate about getting Canadian youth active, and we want you to join the team as a community host. Community hosts will support youth participants by providing the facilities, equipment and mentorship that is needed to live active, healthy lives. Sounds like something that fits right into your own mission to reach out to youth, doesn't it? In addition, community hosts will promote Sogo Active locally, help youth groups find funding or match youth to other youth groups. You may even offer them the benefit of your experience by providing support and guidance, if needed. In return, you won't just help young Canadians get healthy, you'll also help to identify and mold a generation of energetic leaders - just the kind of young people you can recruit to make a huge impact in your own organization.

We can't run Sogo Active without you and your support. So, think about what you can offer. By becoming a Sogo Active community host, you can be a part of this exciting solution to help youth take charge of their own active lives. Check out the website - [www.sogoactive.com](http://www.sogoactive.com) - and learn a little more. While you're there, sign up as a community host. And become part of the movement.

Sincerely,

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*Alberta Recreation and Parks Association is proud to be the Sogo Active Coordinator for Alberta.*



Sogo Active. A program presented by Coca-Cola Canada in collaboration with ParticipACTION

